PATENT CLAIMS:

1. A system and method to give a true indication of respondent satisfaction to an electronic questionnaire survey which is characterised by asking the respondent or plurality of respondents to give their answers to two sets of questions with both sets of questions being based on similar statements, but posed differently, so that the first set of questions are answered emotionally by the respondent and the second set of questions are answered rationally, ranking the responses to both sets of questions and comparing the rankings from both sets of questions.

2. A method according to Claim 1 of subdividing the subject matter of the said questionnaire survey into common groups in which the said statements are equally distributed in number amongst the groups.

3. A method according to Claim 1 of defining two sets of said similar statements in which both sets of statements contain sentences with the same meaning, but using different words.

4. A method according to Claim 1 of defining one set of said questions in which the said first set of statements can be assessed by the respondent simply and quickly by using a limited number of response possibilities, thereby allowing the respondent to respond emotionally to the said statements.

5. A method according to Claim 1 of defining a second set of said questions in which the said questions group together a number of statements from the said second set of statements.

6. A method according to Claim 5 of grouping together a number of statements from the said second set of statements in which the said statement groupings depend upon the respondent's answers to the first set of questions.

7. A method according to Claim 5 in which the said questions are defined so that the respondent is forced to respond rationally to the said group of statements.

8. A method according to Claim 1 of scoring and ranking the said responses to the said first set of questions in which the respondent's emotional response is given a value representing the level of conviction of the respondent's emotional responses to the said questions and then ranked.

9. A method according to Claim 1 of scoring and ranking the said responses to the said second set of questions in which the respondent's rational response is given a value representing the level of conviction of the respondent's rational responses to the said questions and then ranked.

10. A method according to Claim 1 of comparing the emotional and rational responses from the respondent or plurality of respondents in which the closeness of match of emotional and rational responses is quantifiably measured, thereby giving a value for respondent or plurality of respondents' satisfaction.

11. A system, either standalone or part of a network in its broadest sense, capable of presenting a questionnaire survey to a respondent or plurality of respondents for

completion which is characterised by an input device, display device, storage device and processing unit.

12. A method according to Claim 11 of providing a centrally co-ordinated distribution of questionnaire surveys on behalf of a number of questionnaire survey originators for those surveys where such a feature would be beneficial

13. A method according to Claim 11 of presenting a questionnaire survey in which, having registered a desire to partake in the questionnaire survey by either running a standalone computer programme or logging on to the said questionnaire survey in the said network environment, the first part of a questionnaire is presented to the respondent on the said display device for completion; the respondent's inputs are registered from the said input device; the responses are stored in the said storage device; the responses are processed in the said processing unit and based on the results, the questions for the second part of the questionnaire are dynamically arranged and presented on the said display device for completion; after which the respondent's resulting input on the said input device is once again registered and processed in the said processing unit and finally stored in the said storage device. At this stage a summary of the respondent's results can be presented to the respondent in both a textual and graphical format on the said display device.

14. A method according to Claim 13 of allowing the questionnaire survey originator to choose a level of anonymity to be associated with the said questionnaire survey in the said network environment in which each respondent receives a login and password, which are both stored in a database on the said storage device, and can be defined so as to either identify the respondent, or not and prevent the respondent from entering multiple responses, or not. The said questionnaire survey originator means the individual or entity conducting the questionnaire survey.

15. A method according to Claim 13 of giving the respondent immediate feedback in which a textual and/or graphical summary of their input is shown immediately on the said display device following their completion of the electronic questionnaire survey.

16. A system, either standalone or part of a network in its broadest sense, capable of summarising inputs from a questionnaire survey from a respondent or plurality of respondents which is characterised by an input device, display device, storage device and processing unit.

17. A method according to claim 16 of summarising the inputs from a questionnaire survey in which the said input device is able to be used to interrogate the inputs stored in the said storage device, process the inputs in the said processing unit and present the results on the display device both textually and graphically.

18. A method according to claim 16 of summarising the inputs from a questionnaire survey in which not only can each questionnaire survey originator see the results for their own entity, but also for their entity's entire industry, which, because of the repeatability of the present invention, now becomes possible, for those surveys where such a feature would be beneficial.